RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #336660
Mr. R. Kirst
E. P. KIRST & SONS

DORAL $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Rick:

DORAL $1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **75** SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
3	*Doral Light*	12300-24698
2	*Doral Light 100*	12300-24750
3	*Doral Lt Men 100*	12300-24752
2	*Doral FF 100*	12300-24751

PO #010798

Product / Premium Arrival:	**January 7, 1998**
Ship Date to Retail:	**Week of: January 19, 1998**

Displays (Item #535481)

SKU CUBE:	**0.4965**
SKU WT (w/o Product):	**1.5625 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Savings Cartons**
EFT $ Amount:	**$1,510.42**

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$1.00 2-Pack Tear Tape
E. P. KIRST & SONS

Promotion Description:
Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$49.00 (3.5 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra
L. E. MacWilliams
Att: Wholesaler Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 336660 E. P. KIRST & SONS, INC. <DIRECT>
TEMPLATE : 800004 80100 DOR JAN $1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	473626	CLINTON SUNOCO	3502 CLINTON ST	WEST SENECA	NY	14224	1			902551	(716)668-9814
162601	162625	579111	CFM #33-102	1850 UNION RD	WEST SENECA	NY	14224	1		0990-0000	920397	(716)675-0107
162601	162625	587346	BEST MART	239 S ELMWOOD AVE	BUFFALO	NY	14201	1			932582	(716)852-4611
162601	162629	598999	JOLLY ROGER	580 DICK RD.	DEPEW	NY	14043	1			930479	(716)683-5120
162601		626715	ONTARIO EXPRESS	430 ONTARIO STREE	BUFFALO	NY	14207	1			934265	(716)877-5667
162601	162626	634311	DELGROVE SERVICE CT	402 DELAWARE AVEN	TONAWANDA	NY	14150	1			932764	(716)692-9523
162601	162626	645752	T.M. CALLAHAN SUNOC	1837 LOVE ROAD	GRAND ISLAND	NY	14072	1		0362-0102		(716)775-0400
162601	162626	744003	SUNOCO COOP #7220	870 BRIGHTON RD	TONAWANDA	NY	14150	1		0362-0302	938175	(716)836-8552
162601	162629	753315	S.PERSAUD MOBIL	4801 BROADWAY	DEPEW	NY	14043	1				(716)683-7334
162601	162629	755838	MIL-SHER SVC CTR	1311 SHERIDAN DR	KENMORE	NY	14217	1			932434	
162601	162629	764601	ROBO GAS #508	941 PAYNE AVE	N TONAWANDA	NY	14120	1		2021-0000	934638	(716)694-0819
162601	162629	034038	HORBINSKI'S SUNOCO	2017 GEORGE URBAN	DEPEW	NY	14043	1	NYS		928929	(716)683-6541
162601	162626	301993	GRAVINO MOBIL	2333 GRAND ISLAND	GRAND ISLAND	NY	14072	1	NYS		936807	(716)773-1434
162601	162622	398748	ROBO GAS #502	535 KENMORE AVE	BUFFALO	NY	14223	1	NYS	2021-0000	934745	(716)832-6445
162601	162626	398819	CORNER STORE	1091 OLIVER ST	NORTH TONAWAND	NY	14120	1	NYS		903617	(716)692-5920
162601	162622	398832	ROBO GAS #503	2415 SHERIDAN DR	TONAWANDA	NY	14150	1	NYS	2021-0000	934927	(716)837-8800
162601	162629	401511	TOM MANKO MOBIL	1180 FRENCH RD	CHEEKTOWAGA	NY	14227	1	NYS		937276	(716)874-9010
162601	162622	561196	HIGHLAND PLAZA SERV	1235 COLVIN BLVD	BUFFALO	NY	14223	1	NYS		936880	(716)877-9545
162601	162629	578832	RIVERSIDE MOBIL	16 ONTARIO ST	BUFFALO	NY	14207	1	NYS		926808	(716)875-9342
162602	162630	422961	THE E-Z SHOP	183 N MAIN ST	LYNDONVILLE	NY	14098	1				(716)765-2302
162602	162621	923833	MOBIL MART/F	1508 BUFFALO RD	ROCHESTER	NY	14624	1				(716)247-2559
162602	162629	961467	FRANKS MOBIL	3198 MAIN ST	BUFFALO	NY	14214	1		1449-0000	926824	(716)836-5337
162602	162622	128604	APLUS MINI MARKET	13320 BROADWAY ST	ALDEN	NY	14004	1		0362-0102	918250	(716)937-3355
162602	162621	215090	MIDNIGHT EXPRESS	3875 BUFFALO RD	ROCHESTER	NY	14624	1		5569-0000	932475	(716)594-9751
162602	162622	582878	COUNTRY DAIRY MART	13131 BROADWAY ST	ALDEN	NY	14004	1			920157	(716)937-6388
162602	162629	628970	TRADE FAIR FOOD MAR	1345 EAST DELEVAN	BUFFALO	NY	14215	1			929489	(716)896-5972
162602	162629	664267	NK ENTERPRISES	3450 UNION RD	CHEEKTOWAGA	NY	14225	1			921106	(716)683-9539
162602	162630	683165	MIDNIGHT EXPRESS	3512 BROCKPORT SP	SPENCERPORT	NY	14559	1		5569-0000	938076	(716)352-4080
162602	162621	684341	CFM #33-050/C	3774 CHILI AVE	ROCHESTER	NY	14624	1		0990-0100		(716)889-9110
162602	162624	765209	MIDNIGHT EXPRESS	7940 E MAIN RD	LE ROY	NY	14482	1		5569-0000	932442	(716)768-4290
162602	162622	765289	WETZELS STATION	1105 WEHRLE DR	WILLIAMSVILLE	NY	14221	1	NYS		935130	(716)633-5224
162602	162622	765343	BUSY MART	211 E MAIN ST	ATTICA	NY	14011	1	NYS			(716)591-2580
162602	162622	078210	ROBO GAS #521	727 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS	2021-0000	934901	(716)632-2789
162602	162629	128521	MANKO MOBIL #08390	3550 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS		932491	(716)632-1512
162602	162622	764992	ROBO GAS #510	665 MILLERSPORT H	AMHERST	NY	14226	1	NYS	2021-0000	934679	(716)833-3888
162602	162622	294351	ROBO GAS #553	5095 MAIN ST	WILLIAMSVILLE	NY	14221	1	NYS	2021-0000	934802	(716)632-8595
162602	162622	504235	WETZEL'S MOBIL	1810 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS		934273	(716)689-4739
162602	162625	578827	ELMWOOD MOBIL	1137 ELMWOOD AVE	BUFFALO	NY	14222	1	NYS	1449-0000	926790	(716)886-1716
162603	162630	058775	MIDNIGHT EXPRESS	629 E MAIN ST	BATAVIA	NY	14020	1		5569-0000	932459	(716)343-4482
162603	162623	563955	E. AURORA MOBIL	56 HAMBURG ST	EAST AURORA	NY	14052	1			904565	(716)652-4001
162603	162625	633285	GEMMATI'S APLUS MIN	1442 UNION ROAD	WEST SENECA	NY	14224	1		0362-0102		(716)675-3116
162603	162623	663808	WOODLAWN DELI	3306 LAKE SHORE R	BLASDELL	NY	14219	1				(716)824-1310

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WHOLESALER : 336660 E. P. KIRST & SONS, INC. <DIRECT>
TEMPLATE : 800004 80100 DOR JAN $1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162623	693312	CFM #33009	501 SUNSET DR	HAMBURG	NY	14075	1				(716)649-0170
162603	162625	697276	REESE'S CONV MARKET	1005 ABBOTT RD	BUFFALO	NY	14220	1			903351	(716)826-3255
162603	162625	699105	MOBIL WHIP	697 ORCHARD PARK	WEST SENECA	NY	14224	1			924563	(716)675-3153
162603	162624	075092	MIDNIGHT EXPRESS	6316 TELEPHONE RD	PAVILION	NY	14525	1		5569-0000	932467	(716)584-3587
162603	162623	454519	D & D MOBIL MART	6640 CLINTON ST	ELMA	NY	14059	1			918755	(716)681-2700
162603	162623	487529	TOWN HALL MOBIL	5999 S PARK AVE	HAMBURG	NY	14075	1			909382	(718)648-3751
162603	162623	496770	NUNN'S AUTO & TIRE	255 BUFFALO ST	HAMBURG	NY	14075	1			919530	(716)648-9912
162603	162623	534802	HORVATH'S MOBIL	3326 LAKE SHORE R	BUFFALO	NY	14219	1	NYS		907238	(716)823-1104
162603	162623	063801	LUTZS MCKINLEY MOBI	4479 LAKE AVE	BLASDELL	NY	14219	1	NYS		908822	(716)824-1879
162603	162625	765453	ABBOTT NEWS	516 ABBOTT RD	BUFFALO	NY	14220	1	NYS		900068	(716)824-6267
162603	162623	765471	HOGGS DAIRY LAKEVIE	S-5357 LAKESHORE	LAKE VIEW	NY	14085	1	NYS		907121	(716)627-7910
162603	162623	765565	LUTZ MOBIL	5073 CAMP RD	HAMBURG	NY	14075	1	NYS		908798	(716)649-2974
162603		935963	ARMOR SUPERETTE	5020 ARMOR DUELLS	ORCHARD PARK	NY	14127	1	NYS		942052	(716)648-3013
162603	162623	385694	CFM #33-022	615 OAKWOOD AVE	EAST AURORA	NY	14052	1	NYS	0990-0000	903377	(716)652-8879
162603	162625	396966	CFM #33-012	3045 S PARK AVE	LACKAWANNA	NY	14218	1	NYS	0990-0000	903500	(716)826-6856
162603	162623	578687	D & D MOBIL INC./F	661 JAMISON RD	ELMA	NY	14059	1	NYS		903922	(716)652-5460
162603	162623	397332	CY'S PHARMACY	2317 BOWEN RD	ELMA	NY	14059	1	NYS		903914	(716)652-3920
162603	162625	040733	SUNOCO COOP #7397	432 DINGENS ST	BUFFALO	NY	14206	1	NYS	0362-0302	928689	(716)826-3500
162604	162624	438832	C-STORE	640 PITTS-VIC RD.	PITTSFORD	NY	14534	1			930537	(716)248-8145
162604	162624	661155	MIDNIGHT EXPRESS	3932 SCOTTSVILLE	SCOTTSVILLE	NY	14546	1		5569-0000	935718	(716)889-3090
162604	162624	763595	SUNOCO COOP #7342	420 W COMMERCIAL	EAST ROCHESTER	NY	14445	1	NYS	0362-0302	928705	(716)586-9290
162604	162620	336489	SUNOCO COOP #7329	1435 GOODMAN ST N	ROCHESTER	NY	14609	1	NYS	0362-0302	930644	(716)266-9762
162605	162624	433776	NEWCOMB OIL	513 E MAIN ST	PALMYRA	NY	14522	1	NYS	3514-0000		(315)597-5853
162606	162225	407427	UNION NEWS INC.	213 N UNION ST	OLEAN	NY	14760	1			914028	(718)372-0063
162606	162628	484511	U.S. NEWS SOUTH	712 FOOTE AVE	JAMESTOWN	NY	14701	1			919555	(716)488-9235
162606	162628	617414	US NEWS	1393 EAST 2ND ST	JAMESTOWN	NY	14701	1			921726	(716)665-3209
162606	162628	624638	LAKEWOOD CONVENIENT	184 E FAIRMONT ST	LAKEWOOD	NY	14750	1				(716)763-0486
162606	162623	656979	BOBS NEWS	14 MAIN STREET	SPRINGVILLE	NY	14141	1			901694	(716)592-2630
162606	162623	658350	YELLOW GOOSE #7	14 N ERIE ST	MAYVILLE	NY	14757	1			922963	(716)753-2606
162606	162623	764451	WEBER CITY MKT	RT 16	YORKSHIRE	NY	14173	1	NYS		914648	(716)496-5442
162606		765128	CFM #33-038	8661 S MAIN ST	EDEN	NY	14057	1	NYS	0990-0000	903385	(716)992-3238
162606	162628	584385	U.S. NEWS	107 W 3RD ST	JAMESTOWN	NY	14701	1	NYS		913970	(716)664-7357
162606	162628	313882	ROBO ENTERPRISES	111 MARION ST	JAMESTOWN	NY	14701	1	NYS		911271	(716)661-9190

PAGE BREAK TOTAL ACCOUNTS 75 TOTAL QUANTITY 75

TEMPLATE TOTAL ACCOUNTS 75 TOTAL QUANTITY 75

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WHOLESALER PACKING INSTRUCTIONS

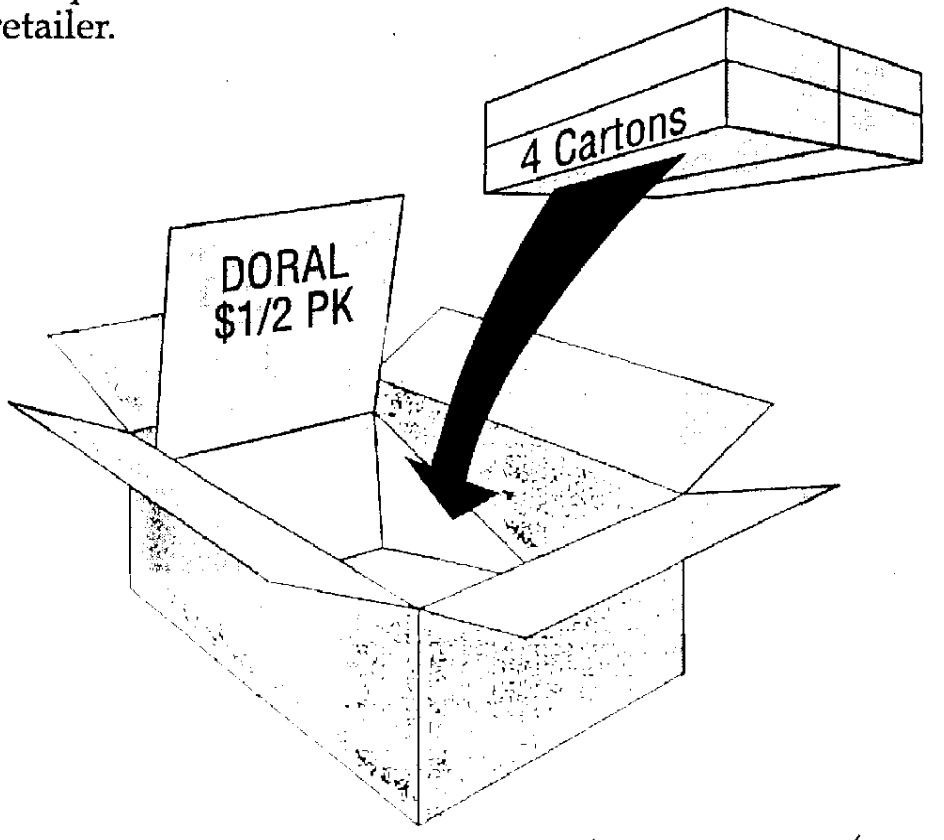
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

January DORAL $1.00/2 PK

($1.00 off 2 packs—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL $1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



*Pack 4 ctns per display
4 styles may not be
shipped to all Direct Acct.

Item: # 535481 - Pack Outlets
535625 - CTS Pack
Description: DORAL $1/2 PACKS Display / POS kit

* **Brand Style**	LIGHT	LIGHT 100	LIGHT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

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